



Randy's Work *and You*

January Edition

Dear clients and colleagues,

2008 Employment Prediction

The economy will generate about 1.25 million jobs on a net basis (total jobs added minus the total eliminated) in 2008 after a gain of roughly 1.4 million this year. That's just enough to sustain a decent level of income growth and consumer spending. Unemployment is likely to inch up to 5% by year-end, but not higher in the absence of a recession. Employers that depend on skilled workers will continue to face challenges finding new qualified candidates. Source: Department of Labor

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This month's topics:

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1. **Growth of Executive Hiring to Slow, Surveys Indicate**

The hiring outlook for C-suite executives is one of tempered growth and sector-specific peaks and valleys, according two key sources—the ExecuNet Recruiter Confidence Index and the Association of Executive Search Consultants' HR Executive Survey.

The ExecuNet Recruiter Confidence Index, a monthly survey that gauges how executive search recruiters perceive future hiring activity, dipped two points in November to 59 percent who said they were confident or very confident the market would improve during the next six months. Some 163 executive recruiters participated in the November report for the Norwalk, Connecticut, and online job board.

On a monthly basis, there's been a steady decline from the record numbers posted in November 2006, when 77 percent of the executive recruiters expressed confidence in future hiring.

Despite the near 20 percent dip in confidence compared with a year ago, Mark Anderson, president of ExecuNet, says there's no cause for alarm, projecting that C-suite hiring will see double-digit growth in 2008—somewhere around 16 percent.

While the current rate of growth is still healthy, some industry recruiters likely are disappointed, Anderson says. The past few years produced growth of 70 percent to 80 percent—a volume that's unsustainable for the long haul, Anderson says.

He says the confidence index was tempered in November because it reflects a general deceleration in the economy. Growth of the U.S. gross domestic product currently hovers around 2 percent, lower than last year's 3.5 percent, he explains.

Economists and investment bankers watch the ExecuNet survey closely for its ability to forecast highs and lows in the market well ahead of other economic indicators.

Despite the dip, Anderson is confident there will be a rebound soon.

"I would start worrying if the index fell below 50 percent," he notes. "That's when you head for the hills."

He says the growth will largely depend on the sector of the economy for which an employer is hiring; some will remain aggressive, while others will slow down.

A separate survey conducted by the Association of Executive Search Consultants paints a similar outlook, forecasting growth in executive search activity but not at levels of the past several years. Some 141 HR executives participated in that survey. C-suite hiring is expected grow 15 percent to 20 percent in 2008.

"Respondents are holding a conservative view on overall search activity," says Peter Felix, president of the New York-based trade organization. "Yet important factors such as changes in demography are causing some employers to look beyond economic concerns and move ahead with hiring activity."

The ongoing demand for products and services such as energy and health care shield certain types of executive searches from jolts in the economy, Felix says.

"The need is simply too strong to forgo hiring in some areas."

According to the AESC survey, hiring demand will be strongest in sectors such as finance and accounting, IT technology and engineering.

ExecuNet has slightly different predictions in terms of where the hiring growth will take place. Demand for executives in life sciences and health care, for instance, is expected to grow 12.26 percent. High tech and manufacturing are projected to expand by 10.7 percent and 7 percent, respectively.

Hiring growth for financial services and banking is forecast at 6.61 percent, slower than in past years. Anderson blames the subprime-lending crisis for the slowdown.

“There will still be solid growth overall,” Anderson says. “Some industries will fare better than others.”

2. Six Tips to Rock Your Resume

By Joe Turner

Is your resume holding you back from a great opportunity?

As a recruiter, I've seen thousands of resumes over the past 15 years. The majority of them didn't make the cut and needed major revisions.

The stakes are higher today because the job market has intensified and employers are getting more selective. Having a poorly written resume can put you in the rejection pile. Don't let your resume hold you back.

Here are six easy steps to really rock your resume and motivate hiring managers to call you:

1. Apply the Top Third Rule

Place your key selling statements up in the top one-third of your first page. Your resume gets about 20 seconds of eyeball time before your reader has made the decision to either continue reading or to pass. Grab attention early and place your most dramatic 'sales pitch' as close to the top of page one as possible.

2. Focus

It's unbelievable how many resumes today lack a simple "Objective" at the very top of the page. A title of the target job will suffice. Lacking this, your reader will wonder just what job you are applying for and will require further digging. Erase all doubts and focus your resume with an "Objective".

3. Add Keywords

Everyone talks about keywords but few actually include them. Adding a separate keyword section will increase your odds of a computer flagging your resume on a keyword search. Just as important, a separate keyword paragraph will provide a convenient scan area for the human reader who needs to pre-qualify your hardcore skills. A separate keyword summary will satisfy both requirements and help your resume pass that 20-second test.

4. Brand Yourself

This is an area that's been getting a lot of play on the web lately, but it's an old concept. It's just starting to make its impact in the resume arena. "Personal Branding Statement", "Unique Selling Proposition" and "Value-Added Statement", are terms for the same thing. Once again, with regard to that 20-second rule about making a first impression, an employer needs a quick and memorable method to distinguish you from 100 or more other candidates. A personal branding statement is ideal because this one sentence says 1.) who you are 2.) your greatest strength and 3.) your biggest benefit to the employer.

Here's an example:

"Seasoned CFO, strong in streamlining and automating financial and accounting procedures that have saved my employer over \$400,000 to date in consulting and personnel costs."

Place your branding statement at the top of your resume just below your objective. The impact of a hard-hitting statement like this will quickly distinguish you from your competitors with similar skills.

5. Answer the Question, "So What?"

In today's competitive job market, skills alone will not sell you. Too many job seekers focus on their own needs when they should be tuned to the radio station "WIIFM". Realize that today's employer's first question is, "What's in it for me?" A good test for your resume is its ability to answer the question, "So what does this mean for the employer?" after each item in your work history.

Example:

"Provide and direct financial, cash flow, and tax impact analyses as they relate to the existing portfolio and new acquisitions."

After answering the "So what" question, we've added this:

"Saved \$75,000 in annual outside consulting fees by providing and directing financial, cash flow, and tax impact analyses as they relate to the existing portfolio and new acquisitions."

Imagine how differently an employer will react to the second statement above by providing a clear benefit that's important to them. Modifying your resume to include some of your achievements can make it come alive to sell you rather than reading like a dull laundry list of job duties.

6. Lose the 'Razzle-Dazzle'

Unless you're in advertising or marketing and this is an integral part of your job, stay away from Flash, frames, graphics, photos of yourself and out of the ordinary symbols. Also, watch out for heavy use of color and bolding of text. It can annoy your reader by serving

as a distraction, a real no-no. These elements don't always convert well to an employer's computer database. A good rule of thumb: if it doesn't convert to ASCII text, avoid it.

Summary

Stop telling and start *selling*. You have less time than ever to generate interest from an employer flooded with too many resumes. Make these six changes and your resume will not only ROCK, you'll get calls from hiring managers wanting to know more.

As a recruiter, Joe Turner has spent the past 15 years finding and placing top candidates in some of the best jobs of their careers. Known on the Internet as "The Job Search Guy", Joe has also authored ***Job Search Secrets Unlocked*** as well as other 'how-to' books and resources on interviewing and job search. He's been interviewed on several radio talk shows. Discover more insider job search secrets by visiting:

<http://www.jobchangesecrets.com>

3. Boomer Corner: Anti-Aging: Good Nutrition And A Healthy Brain

The industry for anti-aging products, services and treatments continue to grow as more and more people continue to depend and demand them with the desire for the elusive fountain of youth. Instead of looking outward though, people should realize the importance of looking within to be able to successfully win the anti-aging battle.

The idea of "looking within" is more than just a philosophical argument. Going beyond cosmetic treatments as a sound anti-aging strategy is quite reliable and grounded on science. It is true that beauty is skin deep because it is our skin or our outward appearance that announces the fact that we are no longer youthful. Beneath the skin tissues are processes and bodily functions that need to be maintained in order to preserve youthfulness. The body is maintained and kept functioning with efficiency and effectiveness through the proper uninterrupted body systems and functions.

The key to keeping the body healthy in order to continue to be able to power these important body functions is proper nutrition.

We simply can't expect to fill our bodies with junk and expect it to run at optimum levels. If you have difficulty understanding this concept, you might want to use the analogy of a car. A car runs on gasoline. If you put other types of fuel in it like diesel and kerosene, the car won't work and the engine may be damaged. Now there are different types of gasoline that you can use for your car. To get the most out of your car's performance you have to understand the octane rating of your engine and use the appropriate type of gasoline.

Just like a car, the body needs the proper types of food as fuel, which can be achieved by maintaining a proper and healthy diet. Combined with just the right amounts of exercise, our bodies can metabolize our diet properly and our bodies are supplied with the proper fuel that it needs.

Aside from keeping us physically fit, exercise is also an excellent way to keep our brains healthy. Exercise promotes a healthy supply of oxygen to the brain. You see, beyond cosmetics, proper nutrition and a healthy brain are keys to truly winning the anti-aging battle.

More and more people experience dementia and other forms of brain degradation as they get older and keeping the brain healthy through proper nutrition and exercise helps stave off this phenomenon.

From: <http://www.babyboomersandaging.com>

4. Success Story

Alice Sherman, 42

Divorced mother of a teenage daughter

Alice Sherman was laid off from her program management job in Mountain View. She found a job a year later as marketing coordinator for the Web sales and marketing team for Intuit. Networking played a significant role finding the position--Alice joined job support groups and attended networking nights for unemployed African American professionals. She told everyone she knew that she was out of work, and she reminded him or her often. She treated every encounter as if it were a job opportunity. Through networking, her resume landed in front of the hiring manager at Intuit. She did extensive research on the company prior to her interview.

Her advice: "Stay really positive. You never know who might talk to one day. People won't recommend you if they don't believe in you or don't like you."

5. Humor Department:

These were comments that were actually written by job applicants during their searches for employment.

In a cover letter:

"Here are my qualifications for you to overlook."

"Please call me after 5:30 because I am self-employed and my employer does not know I am looking for another job."

"My goal is to be a meteorologist. But since I have no training in Meteorology, I suppose I should try stock brokerage."

"I demand a salary commiserate with my expensive experience."

In a resume:

"I was working for my Mom until she decided to move."

"Marital status: Single, Unmarried, Unengaged, Uninvolved, No Commitments."

"Note: Please don't misconstrue my 14 jobs as 'job-hopping.' I have never quit a job."

"Marital status: often. Children: various."

"Reason for leaving last job: They insisted that all employees get to work by 8:45 am every morning. I couldn't work under those conditions."

6. Words that Inspire

"There is no future in a job; the future is in the person who holds the job."

Author unknown

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